

# The Quest for Excellence® XXII

Official Conference of the Malcolm Baldrige National Quality Award

**April 12-14, 2010**

Hilton Washington • Washington, DC

**Pre-Conference Workshops: Sunday, April 11**

passion for EXCELLENCE  
INNOVATIVE practices  
ENGAGING conversations  
showcasing WORLD-CLASS RESULTS  
dynamic LEADERS  
SUSTAINABILITY

a path to PERFORMANCE EXCELLENCE

**Join Us and Learn Best Performance Management Practices**  
**Featuring the 2009 Recipients of the Baldrige Award**—the only  
Presidential Award for Performance Excellence.



**Manufacturing**  
**Honeywell Federal Manufacturing  
& Technologies, LLC**  
President, Anthony Brancato, III



**Health Care**  
**Heartland Health**  
President & CEO, Mark Laney



**Small Business**  
**MidwayUSA**  
CEO, Larry Potterfield



**Nonprofit**  
**VA Cooperative Studies Program  
Clinical Research Pharmacy  
Coordinating Center**  
Center Director, Mike Sather



**Health Care**  
**AtlantiCare**  
President & CEO, David Tilton



## Imagine Organizational Excellence...

You may recognize something's not working in your organization. Maybe you're unsure of how to improve it. Or perhaps you are looking for ways to take your organization to the next level of breakthrough improvement into world-class performance—to achieve **performance excellence**.

## Attend Quest and Learn How To Make It Happen

### As a conference participant you will:

- **Learn** best management practices from the 2009 Baldrige Award recipients
- **Gain knowledge** of the Baldrige Criteria in educational presentations
- **Engage** in dynamic networking opportunities
- **Take away** practices to apply to your organization to improve performance and get results
- **Be inspired** as part of a movement that is making America better by making organizations better

**Who Should Attend?** CEOs, senior managers, executives, directors, heads of operating units, or quality/performance improvement leaders/practitioners, from business, education, government, health care, and nonprofit sectors with an interest in personal learning and organizational improvement.

**What's to Learn?** Offering more than 40 management sessions to choose from, the Quest for Excellence is the leading conference designed around performance excellence. It will take a deeper dive into areas important to you and your organization.

**Virtual Options.** Attend the conference at your convenience virtually from the comfort of your own office without getting on a plane. Check out additional details on our on-demand webcast on our website.

**Groupies.** Groups of 5 can register together and receive a discount and an invitation to have a Baldrige Conference Coach guide you before and during the conference to maximize the value your people get from the conference.

**Network, Network, Network!** Who you know does matter. Connect with like-minded professionals who have a passion to improve and share experiences and practical solutions. Participate in a LinkedIn online forum, special breaks, educational sessions, and social activities to discuss, share, and engage. Learn from others in order to build on your organization's strengths and address your opportunities for improvement.

**Shared Registration.** A great way to involve more people to accelerate your organization's Baldrige journey. If you're in the DC area but can't attend the conference all 3 days, your registration is transferrable daily.

**Book Signings.** Sponsored by ASQ Press and ASTD Press. A number of authors of books on Baldrige and organizational improvement will talk about their books and sign purchased copies.

**Be Entertained.** By the Capitol Steps—a unique DC comedy group. The Capitol Steps began as a group of Senate staffers who set out to satirize the very people and places that employed them. They've been featured on NBC, CBS, ABC, and PBS, and can be heard 4 times a year on National Public Radio stations nationwide during their *Politics Takes a Holiday* radio specials. Read more about the Capitol Steps at [www.capsteps.com](http://www.capsteps.com)

For additional information including video testimonials, new features, updates, and the complete conference schedule go to [www.nist.gov/baldrige](http://www.nist.gov/baldrige) or check us out on [YouTube](#) and [LinkedIn](#) and follow us on [Twitter](#).

# Conference Schedule

## Sunday, April 11

- 12:00 Pre-Conference Workshop Registration Opens  
1:00-4:00 Pre-Conference Workshops (concurrent sessions, limited seating)  
-Getting Acquainted with Baldrige  
-Intermediate Baldrige: Moving from Interest to Action

## Monday, April 12

- 7:00-5:00 Registration Open  
8:00 Welcome, Video, Remarks  
8:45 Leadership Plenary Session  
2009 Baldrige Award recipients' top executives will share how senior leaders guide and sustain the organization, and how it addresses ethical, legal, and community responsibilities.  
9:45 Refreshment Break & Exhibits  
10:15 Leadership Plenary (continued)  
11:10 Q&A Panel Featuring 2009 Baldrige Award Recipients  
12:00 Networking Lunch & Exhibits  
1:00-5:00 Concurrent Sessions  
Presentations led by 2009 Baldrige Award recipients around the Criteria for Performance Excellence:
- Strategic Planning
  - Customer Focus
  - Measurement, Analysis, and Knowledge Management
  - Workforce Focus
  - Process Management
  - Journey to Performance Excellence
- 5:00-5:45 Cash Bar and Networking  
6:00-7:00 Capitol Steps Performance

## Tuesday, April 13

- 7:00-4:30 Registration Open  
8:00-9:45 Criteria-based Concurrent Sessions (continued)  
10:15-12:00 Concurrent Sessions on Special Topics  
Presented by 2009 and former Baldrige Award recipients  
12:00 Networking Lunch & Exhibits  
1:30-3:15 Concurrent Sessions (continued)  
3:15 Break & Exhibits  
3:45-4:30 Open Microphone Sessions  
Conference participants have the opportunity to share their knowledge and experiences on selected topics in moderated sessions.  
5:30-7:00 Networking Reception  
Complimentary hors d'oeuvres and Cash Bar

## Wednesday, April 14

- 7:00-12:00 Registration Open  
8:00 Keynote Speaker, Jerry Rose, Corporate Vice President, Cargill, Inc.  
8:30 Elements of Excellence Plenary Session  
Senior leaders from the 2009 Baldrige Award recipients spotlight one of the elements of excellence demonstrated by their organization.  
9:40 Refreshment Break & Exhibits  
10:10-10:55 Elements of Excellence presentations (continued)  
11:05-11:45 Q&A Panel  
11:45-12:00 Conference Themes and New Directions

**See Complete Schedule Online!**



# Featuring Best Practices



## **Manufacturing: Honeywell Federal Manufacturing & Technology**

Honeywell FM&T is a management and operating contractor specializing in electrical, mechanical, and engineered material components. They are one of the nation's most diverse, low-volume, high reliability production facilities serving government agencies, national labs, universities, and industry.

### *Select Results and Highlights:*

- Overall customer satisfaction has been maintained at or above 95% for the past four years
- Product quality and reliability performance levels at 99.9% for traditional customers for the past three years
- Increased productivity and deployed innovations of between \$23.5 million and \$27 million annually for the past three years through the use of the Six Sigma Plus Continuous Improvement Model
- Honeywell Hometown Solutions, and other community-based programs, resulted in roughly 15,000 employee volunteer hours a year from 2006 to 2009



## **Small Business: MidwayUSA**

MidwayUSA is a family-owned, catalog/Internet-based retail merchant that offers hunting, gunsmithing, shooting, and reloading products. Located in Missouri, MidwayUSA has a workforce of 243 and revenues of \$185 million.

### *Select Results and Highlights:*

- Distributes more than 95,000 different products from more than 700 different vendors
- Each one of MidwayUSA's 1,500 documented processes focuses on serving the customer
- Overall customer satisfaction rating is 93%. Overall customer retention is at an all-time high of 98% for 2009
- Annual employee survey score has improved from about 60% favorable in 2002 to 82% in 2008
- Supports its five key communities financially (10% of annual profits), and through volunteerism, memberships, fundraising efforts, endowments, and scholarships



## **Health Care: AtlantiCare**

A nonprofit health system with seven locations in southeastern New Jersey, AtlantiCare is the largest health care provider in the region and has a workforce of more than 4,872.

### *Select Results and Highlights:*

- Honors and rankings include: National Top 10% performance ranking by the Centers for Medicare and Medicaid Services for key patient outcomes; ranked seventh out of more than 4,000 hospitals by the Commonwealth Fund for clinical results in care of patients in 2006; two-time Magnet nursing organization; AtlantiCare Cancer Center Institute received LEED Gold certification in 2009
- Survey responses from 2007 to 2009 show customer satisfaction exceeds the Professional Research Consultants 90th percentile national benchmark in several areas and led the market in 2008 in customer preference
- Workforce engagement levels around 90th percentile national performance levels, with declining turnover rates for nurses that are substantially lower than the state hospital average
- 90% of the free care in the county was provided by AtlantiCare in 2008

# 2009 Malcolm Baldrige National Quality Award Recipients



## **Health Care: Heartland Health**

Heartland Health is an integrated, not-for-profit, community-based health care delivery system that serves a 22-county market in four states.

### *Select Results and Highlights:*

- Achieved 90% ratings in overall outpatient satisfaction between 2006-2009
- Community Health Plan rated above the National Committee for Quality Assurance (NCQA) 90th percentile; ranked in top 15% of hospitals nationally for patient safety (HealthGrades "Best Hospital Scores"); recognized by the Hospital Value Index as "Best in Value" for quality, affordability, efficiency and satisfaction in 2000
- Cost savings resulting from process improvement have increased from around \$8 million in 2005 to more than \$25 million by 2009
- Engages the community in the Strategic Planning Process in seven public health areas, which has led to the development of various community support initiatives, like emPowerU- a technology learning center where Heartland Foundation manages extensive programs for youth and healthy communities



## **Nonprofit: VA Cooperative Studies Program Clinical Research Pharmacy Coordinating Center**

The VA Pharmacy Center is a federal agency that supports clinical trials for current veteran health issues. Based in New Mexico, the Center manages drugs and devices used in clinical trials worldwide by the VA and other federal agencies.

### *Select Results and Highlights:*

- Overall customer satisfaction went from 83% "good-excellent" in 2003 to 100% "good-excellent" in 2009. Customer complaints were consistently below Six Sigma (less than 3.4 complaints per million units shipped) from 2001 to 2009
- 75% of the Center's customer relationships exceed 10 years, with the majority of extramural funding from repeat business
- Workforce engagement ratings are equal to Gallup's 75th percentile ranking; workforce satisfaction results have exceeded Gallup's 75th percentile rating each year from 2005-2008
- Recognized as a Federal Executive Board Employer of Choice for 2008 and 2009 and a top 10 ranking on the "New Mexico Best Place to Work for 2009" list
- Employs a "Cowboy Ethics-The Code of the West" course to deploy legal and ethical performance throughout the entire organization and workforce, resulting in a rating of 4.8 out of 5 in a 2007 employee survey on ethical behavior

*"I see the Baldrige process as a powerful set of mechanisms for disciplined people engaged in disciplined thought and taking disciplined action to create great organizations that produce exceptional results."*

*- Jim Collins, author of Good to Great: Why Some Companies Make the Leap...and Others Don't*



## **Exhibits at Quest – New This Year!**

Showcase your organization's products and services at The Quest for Excellence! A limited number of booth spaces are available on a first-come first-served basis. Contact Liz Hood at Federal Business Council at 240-841-2777 or [liz@fbcinc.com](mailto:liz@fbcinc.com) for more information and to reserve a space.

# Registration, Conference, and Hotel Information

## Conference Registration Fees

Advance registration is \$1120 and due by March 15, 2010. Registration after this date is \$1270. See the registration form for complete information.

## Group, Faculty, and Baldrige Examiner Discounts

Groups of 5 or more receive a \$100 discount per registrant off the advance or regular registration fee. Registrations must be made as a group. The full conference fee will be charged if cancellations reduce the group to fewer than 5 people. Substitutions may be made at any time. Full-time academic employees are eligible for discounted fees of \$795 (advance) or \$945 (regular). The faculty discount cannot be combined with the group discount. A discount is also available to 2008 and 2009 National Baldrige Examiners.

## Payment Information

Payment is due with all registration forms. Phone or fax registrations must include the expiration date and number of a major credit card (except Discover Card). If using a purchase order, ASQ must receive the hard copy with your registration form. Make checks payable to The Quest for Excellence XXII-ASQ. You will receive confirmation of your registration.

## Cancellation and Substitution Policy

Requests for cancellation received on or before March 15, 2010 will receive a full refund. Requests received between March 16, 2010 and April 2, 2010 will incur a \$200 processing fee. No requests for reimbursement for cancellations will be accepted after April 2, 2010. Substitutions may be made at any time.

## CEUs/RUs

The Quest for Excellence XXII attendance qualifies for 1.3 Recertification Units (RUs) from ASQ. Participation in either Pre-Conference Workshop qualifies for .3 IACET CEUs and .3 ASQ RUs.

## Green Proceedings

Attendees receive: Baldrige Learning Journal for the conference; CD with presentation slides and Award recipient application summaries; and other Baldrige materials. Slides will be available electronically prior to the conference.

## Accommodations

Rooms have been reserved at the Hilton Washington at the conference rate of \$258 standard single or double. The tax rate is 14.5 %. To receive this rate, reserve by March 26, 2010 and mention Baldrige Quest for Excellence. Make reservations at 888-324-4586 or 202-483-3000 or online at [www.nist.gov/baldrige](http://www.nist.gov/baldrige). Over the past year, the hotel has undergone significant renovations, including upgrading its guest rooms!

## Pre-Conference Workshops

Limited seats available. Reserve early.

\$100 with Conference Registration; \$150 Workshop Only

**Sunday, April 11, 2010 | 1:00-4:00 pm**

### Workshop 1

#### Getting Acquainted with Baldrige

- Designed for those who have had little or no exposure to the Baldrige Criteria
- Participants will learn the history and structure of the Baldrige Program, the benefits of self-assessment and feedback, the structure of the Criteria, how to focus improvement and communication efforts, and how to use the Criteria and the Award recipient application summaries to enhance learning from the conference.

### Workshop 2

#### Intermediate Baldrige: Moving from Interest to Action

- Designed for those who are just beginning to use the Baldrige Criteria and are ready to learn more. Highly experienced Criteria users may not benefit from this workshop.
- Participants will learn the benefits of conducting a self-assessment using the Organizational Profile from the *Criteria for Performance Excellence* booklet, an approach for managing an initial organizational self-assessment, and the value of using the Criteria to more fully articulate an organization's attributes, challenges, and needs.

*"The economic environment is difficult for us, as it is for many manufacturing companies today. But...by utilizing the processes and tools that we've learned from Baldrige, we're able to not only meet these challenges but actually excel in them."*

*- Alan Willits, President and Business Unit Leader  
Cargill Corn Milling, 2008 Baldrige Award recipient*

# Registration Form

## Four Ways to Register

- Call ASQ at 800-248-1946 and use your credit card.
- Fax your complete registration form with credit card payment to ASQ at 414-272-1734.
- Register online at **www.nist.gov/baldrige**.
- Fill out the registration form below, enclose payment, and mail to:  
The Quest for Excellence XXII | ASQ Customer Care | 600 N. Plankinton Ave. | Milwaukee, WI 53203

## Contact Information

Name \_\_\_\_\_  
First Middle Last

First Name for Badge \_\_\_\_\_

Organization \_\_\_\_\_

Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_ E-mail\* \_\_\_\_\_  
\*E-mail is required

## Sector

Please indicate the sector to which your organization belongs:

- ☐ Manufacturing ☐ Service ☐ Small Business ☐ Education (Pre-K, K-12)
- ☐ Education (Higher Ed) ☐ Health Care ☐ Government ☐ Nonprofit

## How did you learn about The Quest for Excellence?

- ☐ Brochure in the mail (Please fill in the code (A-Z) that appears above your name on the label) \_\_\_\_\_
- ☐ Advertisement (list publication) \_\_\_\_\_
- ☐ Colleague ☐ Baldrige Criteria
- ☐ Association Web site or newsletter ☐ E-mail announcement
- ☐ Other \_\_\_\_\_

- ☐ If **sharing registration**, please provide name, e-mail, and phone for up to 2 guests:

- ☐ Check if you do want to be added to the e-mail list to get Baldrige news and information.

- ☐ Check if you are part of a Group of 10 or more and want a Baldrige Conference Coach.  
Name, e-mail, and phone of the point of contact for the group: \_\_\_\_\_

- ☐ Please indicate any special needs and/or dietary restrictions: \_\_\_\_\_

## Registration Options

### Advance Fee

By March 15, 2010

### Regular Fee

## Pre-Conference Workshops

Sunday, April 11 | 1:00-4:00 pm | limited seating

### Pre-Conference Workshop with Conference *(In addition to the conference registration fee)*

- |   |       |       |
|---|-------|-------|
| <input type="checkbox"/> Getting Acquainted with Baldrige | \$100 | \$100 |
| <input type="checkbox"/> Moving from Interest to Action   | \$100 | \$100 |

### Pre-Conference Workshop Only *(Does **not** include conference registration)*

- |   |       |       |
|---|-------|-------|
| <input type="checkbox"/> Getting Acquainted with Baldrige | \$150 | \$150 |
| <input type="checkbox"/> Moving from Interest to Action   | \$150 | \$150 |

## The Quest for Excellence XXII Conference

April 12-14

*Includes conference materials, breakfast daily, lunch for 2 days, one ticket to a performance by the Capitol Steps on Monday evening and one ticket to the Tuesday evening reception. Does **not** include Pre-Conference Workshop.*

- |  |        |        |
|--|--------|--------|
| <input type="checkbox"/> Individual or Shared Registration   | \$1120 | \$1270 |
| <input type="checkbox"/> Faculty Discount  | \$795  | \$945  |
| <input type="checkbox"/> Group Discount  | \$1020 | \$1170 |
| <small>All registrations must be submitted at the same time to receive the group discount.</small>   |        |        |
| <input type="checkbox"/> 2008-2009 Baldrige Examiner Discount  | \$1020 | \$1020 |
| <small>A discount of \$100 is available to the 2008 and 2009 Baldrige National Program Examiners; a registration code will be provided to Examiners. <b>Enter Code</b> _____</small> |        |        |
| <input type="checkbox"/> One Day Conference Registration Fee   | \$520  | \$520  |
| <input type="checkbox"/> Monday <input type="checkbox"/> Tuesday <input type="checkbox"/> Wednesday  |        |        |

## Guest Tickets to the Capitol Steps Performance

Monday, April 12   6:00 pm	\$35	\$35
----------------------------	------	------

## Guest Tickets to the Conference Reception

Tuesday, April 13   5:30 pm	\$50	\$50
-----------------------------	------	------

## Payment Information

- ☐ Check (Payable to The Quest for Excellence XXII-ASQ) ☐ Purchase Order # \_\_\_\_\_

Credit Card: ☐ MC ☐ VISA ☐ AMEX

Card #: \_\_\_\_\_ Exp Date \_\_\_\_\_

Cardholder Name \_\_\_\_\_ Signature \_\_\_\_\_



Baldrige National Quality Program  
National Institute of Standards and Technology  
U.S. Department of Commerce  
100 Bureau Drive, Stop 1020  
Gaithersburg, MD 20899-1020

## Best Practices

- leadership
- strategic planning
- customer focus
- measurement, analysis, and knowledge management
- workforce focus
- process management
- results

[www.nist.gov/baldrige](http://www.nist.gov/baldrige)

PRE-SORT  
FIRST-CLASS MAIL  
POSTAGE AND FEES

**PAID**

NIST PERMIT NO. 6086